

FALL 2003

Alcohol, Tobacco and Other Drugs

# Prevention File



**LOADING ZONE**

■ Alcohol, Marijuana and Injury—  
What's the Link?

■ Keeping Community Events  
Festive and Safe

■ What's Up Downtown?

## Cheap Alcohol Leads to Increased Drinking

In retail outlets surrounding college campuses, the average price of a 24-pack of beer was \$11.74. But the lower the price of a 24-pack, the higher the rate of student drinking on that campus, according to a new study from Harvard's College Alcohol Study (*American Journal of Preventive Medicine*, October 2003).

The study paints a portrait of the alcohol promotions college students will likely encounter as they start school this fall and enumerates the

typical price of a beer, which can be as cheap as 25 cents. Trained observers went into 1,684 convenience stores and other businesses that sell alcohol but that do not allow its consumption on the premises, and visited 830 bars and clubs as well, to obtain a national picture of the extent to which college students are targeted with sales of large volumes of alcohol (such as 24- and 30-can cases of beer, kegs and "party balls"). The researchers suggest that regulating marketing practices would be an important strategy in reducing drinking among students.

"The drinking lifestyle is a well-advertised and low-budget form of entertainment on college campuses," said Henry Wechsler, PhD, principal investigator of the study and director of the College Alcohol Study at the Harvard University School of Public Health. "Our study confirms that the lower the prices and the more extensive the specials, the heavier the drinking. What this means for programs to protect college students from destructive drinking and its consequences is clear. They have an uphill battle."

## Good News About Smoking Rates

Just a decade ago 35 percent of black men were smokers compared with 27 percent of white men. But in 2001, according to the Centers for Disease Control and Prevention, 27.7 percent of black men smoked, compared with 25.4 percent of white men.

CDC officials believe that the sharp drop in smoking rates may be the result of changes in attitudes among black youths three decades earlier.

"Starting in the 1970s and 1980s, the smoking prevalence for African American youths really started to decline and remains lower and lower," said Corinne Husten, MD, medical officer in the CDC's Office of Smoking and Health.

The smoking rate for black women has been lower than that of white women since 1993; in 2001, nearly 23 percent of white women smoked, compared with less than 18 percent of black women.

## Thinking Small in Ireland

Justice Minister Michael McDowell of Ireland plans to crack down on excessive drinking by encouraging a return to smaller community pubs. At an October conference on alcohol and society he said that smaller premises would promote moderate consumption of alcohol and reverse the growing trend of binge drinking.

"Scarcity has created an artificial and undesirable market in licenses and this has led in turn to the development of very large licensed premises as owners attempt to recover their initial outlay. These large premises create noise and nuisance for local residents and make controls on underage drinking more difficult to enforce; and when large numbers of people emerge onto the streets at closing time, there is inevitably an increased risk of public disorder," said McDowell.

After recent recommendations from the Commission on Liquor Licensing McDowell decided to make it easier for entrants to the pub trade to gain new "small premises" licenses.

He also expressed his concern about the impact of promotional activities encouraging excessive alcohol consumption, and lashed out at pubs that provide customers with unlimited free drinks after charging a one-time entry fee.

"Such practices encourage excessive alcohol consumption and I would suggest to the drinks industry and the licensed trade that they be discontinued even in advance of the future regulations which I intend to introduce," he added.

## Advertising Reforms Proposed Down Under

Concerned about growing advertising trends that link social, financial and sexual success with certain alcohol brands, state and territorial health and police ministers in Australia are calling for all alcohol adver-

tisements nationwide to be screened before airing, according to the Australian Broadcasting Network. The ministers said such ads are designed to specifically target young people.

"If we don't see some change in the kinds of advertisements that are currently being put out and some change of attitude by them, we're certainly going to be calling on the Commonwealth to put perhaps some legislative change in place and to take a stronger line with them," said western Australian Police Minister Michelle Roberts.

The ministers said the alcohol industry should be given six months to strengthen its self-regulation before the government steps in and makes changes.

## Shock Tactics Needed

Hard-hitting health warnings on cigarette packets must be regularly updated—possibly with shocking images of cancer victims—if they are not to lose their impact, according to a study from the United Kingdom Centre for Tobacco Control Research.

Researchers concluded that health warnings had a shelf life, and once they lost their impact smokers ignored them. The only way to combat "warning fatigue" was to ensure messages were altered on a regular basis.

The research, which was led by experts based at Strathclyde University in Glasgow, was conducted among smokers in seven countries. It was commissioned by the European Commission to assess how best to continue with its drive to cut smoking rates across the European Union.

New health warnings were introduced across the European Union in January. They must be printed in black on a white background and must cover at least 30 percent of the front and 40 percent of the back of a pack. The UK National Health Service smoking helpline has reported an increase in calls since the warnings were introduced.

## Quitting Smoking May Be More than Willpower

Smokers with a specific combination of two genetic variants may be more likely to remain abstinent and less prone to relapse when trying to quit smoking, according to the Tobacco Use Research Center of the University of Pennsylvania School of Medicine (*Health Psychology*, October 2003).

"While previous research has examined the effects of genes related to dopamine, a chemical in

*Continued on inside back cover*

*Prevention File* is a publication of The Silver Gate Group  
(Federal Tax ID: 33-0714724)

Opinions expressed herein are those of the authors or other sources cited  
and do not necessarily reflect the beliefs of The Silver Gate Group, its  
editorial advisors, its officers or its personnel.

Publisher: Tom Colthurst  
Editor: Barbara E. Ryan  
Editor Emeritus: Robert Zimmerman  
Orange County Editor: Thea Perrino  
Ventura County Editor: Kathleen Staples  
Contributing Editors: Bruce Bradley, Barbara Fitzsimmons,  
Joanne Gribble, Sandra Hazeltine, Heather Lilly, Jean Seager,  
Design/Illustrations: John Lane  
Production: J. Lane Designs  
Printer: Precision Litho

Copyright 2003 by The Silver Gate Group. Permission to reprint  
articles is granted for noncommercial use and with acknowledgment.  
We would appreciate receipt of any publication carrying a reprinted  
*Prevention File* article.

Prepaid domestic subscription rate: \$25/one year, \$40/two years, \$55/  
three years. Bulk order discount prices available upon request. Canada:  
\$29 USD/one year, Beyond: \$39 USD/one year. Address: *Prevention File*,  
P.O. Box 420878, San Diego, CA 92142-0878  
ISSN 1065-3961 (National edition)  
ISSN 1065-3953 (Orange County edition)  
ISSN 1534-4495 (Ventura County edition)

Comments and suggestions are welcome.  
Address letters to *Prevention File*, Silver Gate Group  
P.O. Box 420878, San Diego, CA 92142-0878  
Internet: [prevfile@silvergategroup.com](mailto:prevfile@silvergategroup.com)  
<http://silvergategroup.com>

#### Scientific and Policy Advisory Board

Linda C. Degutis, DrPH  
Yale University School of Medicine  
New Haven, CT

Thomas K. Greenfield, PhD  
Alcohol Research Group  
Berkeley, CA

George F. Koob, PhD  
National Alcohol Research Center of Scripps Research Institute  
La Jolla, CA

Rey C. Martinez, PhD  
New Mexico Highlands University School of Social Work  
Las Vegas, New Mexico

John Pierce, PhD  
Cancer Center  
University of California, San Diego

Robert I. Reynolds  
Pacific Institute for Research and Evaluation  
Rockville, MD

Christopher Ringwalt, PhD  
Pacific Institute for Research and Evaluation  
Research Triangle Park, NC

Robin Room, PhD  
Centre for Social Research on Alcohol and Drugs  
Stockholm University

Traci Toomey, PhD  
School of Public Health  
University of Minnesota

Friedner D. Wittman, PhD, MArch  
Institute for the Study of Social Change  
University of California, Berkeley

# PREVENTION FILE Contents

Fall 2003 • Volume 18, Number 4



**COVER**  
“Load it up”  
by J. Lane Designs

## 2 Alcohol, Marijuana and Injury—What’s the Link?

Finding from a new study

## 6 The Buck Stops Here—The Bucks Start Here

Communities tap local resources for prevention

## 11 What’s Up Downtown?

Mixing alcohol risk management with business-district  
revitalization to enhance quality of life

## 15 New System to Aid in Alcohol Policy Research

Information about alcohol policies online

## 18 Keeping Community Events Festive and Safe

What can be done to reduce alcohol-related problems?

**Prevention Updates** Inside front and back covers



# ALCOHOL, MARIJUANA AND INJURY— WHAT'S THE LINK?

**PUBLIC HEALTH ADVOCATES** have been urging hospital emergency rooms to screen their patients for alcohol problems that may be linked to their injuries or illnesses. New research indicates that screening and brief intervention for alcohol may not go far enough. Heavy drinking combined with potsmoking raises the odds that a night of partying will end up in a trauma center.

A research team headed by Robert Woolard, MD, a medical professor and specialist in emergency medicine at Brown University in Providence, RI, made a surprising discovery when examining data on drug use and problem drinking among ER patients. Nearly one-third of those who had been drinking at high-risk rates had customarily been using both alcohol and marijuana, and it was obvious from their history that this was increasing their risk of injury in traffic crashes, falls and other mis-

haps. Woolard's findings were published in *Academic Emergency Medicine* 2003 (Vol. 10, 2003).

Woolard is advocating that emergency-room counseling include both alcohol and marijuana use. He and his colleagues have received a grant from the National Institute on Alcohol Abuse and Alcoholism to begin what is believed to be the first program to address the alcohol-pot combination in screening and brief interventions in an ER setting. It's been demonstrated in the past that visits to an emergency room or other health care setting can be a "teachable moment" for inducing people to make behavioral changes that reduce their exposure to injury and illness.

Research by Woolard and others is shedding new light on the extent of the combined use of alcohol and other drugs in the adolescent and young-adult population. Survey data show that the problem is on the rise. The 93 people inter-



■ . . . . .

---

**The 93 people interviewed in Woolard's emergency-room study turned up many "party animals" who drink and smoke pot as a matter of routine on weekends.**

---

viewed in Woolard's emergency-room study turned up many "party animals" who drink and smoke pot as a matter of routine on weekends.

"Of those 93 people, 31 said they they'd been using both alcohol and marijuana," Woolard said in an interview with *Prevention File*.

"When we went into details, it turned out their average number of days of binge drinking per month was 8.3, which means virtually every weekend and at least two days out of every weekend. Most of the time they drank, they were using both alcohol and marijuana, and the average time between having a drink and smoking a joint was 12 minutes."

Although this might not be surprising to someone familiar with the party scene, it was an eye-opener when the alcohol-pot combination was linked to the rate of injuries in the group. The evidence shows that alcohol-and-pot users were more likely to have been hurt in motor vehicle crashes or other mishaps than those who use alcohol or marijuana (not in combination).

An explanation for this might be found in research done in the Netherlands in the past decade and published in the United States in 1999 by the National Highway Traffic Safety Administration (Report No. DOT HS 808 939). The Dutch researchers found that persons who combine drinking and pot-smoking in relatively moderate amounts experience an impairment far greater than what they would experience using alcohol or marijuana alone. A person with a relatively moderate blood alcohol





concentration of .04 and an equally moderate dosage of the drug in marijuana is as impaired behind the wheel as a person with a .09 BAC, which is higher than the legal limit of .08 BAC in most states. Thus a roadside test for alcohol alone would not reveal the extent to which a driver who has been drinking and smoking marijuana is actually impaired.

Moreover, individuals who smoke pot and drink may not realize the extent of their own impairment. Woolard points out that the effects of alcohol and marijuana on judgment can be significantly different. "Under the influence of alcohol people usually are more impaired than they think they are. Under the influence of marijuana they may think they're more

impaired than they really are. What seems to happen with the mixture is that the alcohol impairment is magnified."

Woolard's study found that ER patients who are both problem drinkers and marijuana users tend to be different from those who have an alcohol problem but don't mix alcohol with marijuana. The marijuana-using problem drinkers tend to be younger and less educated and are more likely to be male. They also rank higher on measures of risk-taking and impulsivity.

To Woolard it is obvious that a combined screening and intervention for alcohol and marijuana use in emergency rooms would be more effective in reducing injury rates than

---

**The marijuana-using problem-drinkers tend to be younger and less educated and are more likely to be male. They also rank higher on measures of risk-taking and impulsivity.**

---



counseling focused solely on alcohol. But even counseling on alcohol use alone is relatively rare in hospital emergency rooms.

Linda C. Degutis, DrPH, of the Section of Emergency Medicine at Yale University, says Woolard's findings have significant implications for the health care field. "In combination with evidence from other studies and national surveys, it is clear that alcohol use, as well as alcohol use combined with marijuana use, is a major problem in injured patients."

In spite of evidence that using the "teachable moment" in emergency rooms can encourage problem drinkers and drug users to change their lifestyles, says Degutis, emergency medicine has only begun to scratch the surface on

the topic of brief interventions. "While emergency physicians counsel patients who have other chronic diseases or health risks, alcohol and other drug use is often ignored, despite the fact that we know that it makes a significant contribution to the range of health problems that are seen in the Emergency Department."

Woolard's intervention program beginning late in 2003 will employ a form of motivational therapy, he says. "It depends on developing and cultivating a desire of individuals to change their behaviors. It's not prescriptive in any way. We help them develop their own open-ended plan for change."

Combining alcohol and marijuana in the same intervention can help avoid a drug-

substitution factor when alcohol is treated alone. "If a person has been using both alcohol and marijuana, and you convince him to cut down on his drinking, he may simply start using more marijuana. We're hoping we'll get a better effect by addressing both of the issues," said Woolard. □



# THE BUCK STOPS HERE— THE BUCKS START HERE

## Communities tap local resources for prevention

MORE THAN A DECADE AGO THE CITY OF OAKLAND, CA, passed an ordinance to impose permit fees on alcoholic beverage retailers to finance local prevention programs aimed at reducing alcohol-related problems and associated costs. Faced with severe budget cutbacks, a number of California jurisdictions are following in Oakland's footsteps by adopting local prevention programs financed by local alcohol permit fees.

In addition to Oakland, Alameda County, Santa Cruz and Santa Rosa are now able to sustain local monitoring, education and enforcement efforts through annual assessments on retailers—both off-sale and on-sale—that are based generally on the volume of their sales of beer, wine and distilled spirits. Additional jurisdictions may embrace this funding source, thanks to several initiatives now under way in California seeking to reduce

drinking risks among 18- to 25-year-olds. The potential of this decade-old funding source is receiving new consideration through the Governor's Prevention Advisory Council,

---

**At least four  
alcohol retailers  
modified  
their business  
practices  
to promote  
compliance with  
ABC license and  
other health  
and safety  
conditions.**

---

the California Alcohol Issues Partnership (involving public colleges and universities), recommendations from the U.S. Department of Education's Higher Education Center for Alcohol and Other Drug Prevention, and a renewed emphasis on community prevention coalitions prompted by the federal Substance Abuse and Mental Health Services Administration.

Monitoring alcohol-related problems, educating alcohol vendors and consumers and enforcing the state's alcoholic

beverage code has been a shared state and local responsibility in California since the repeal of Prohibition in 1933. But funding for licensing and enforcement activities has not kept up with the proliferation of alcohol licenses. While



California's Department of Alcoholic Beverage Control has made effective use of mini-grants to local police departments for enforcement activities since 1995, such local assistance is both time-limited and restricted to just a few local law enforcement agencies in any given year.

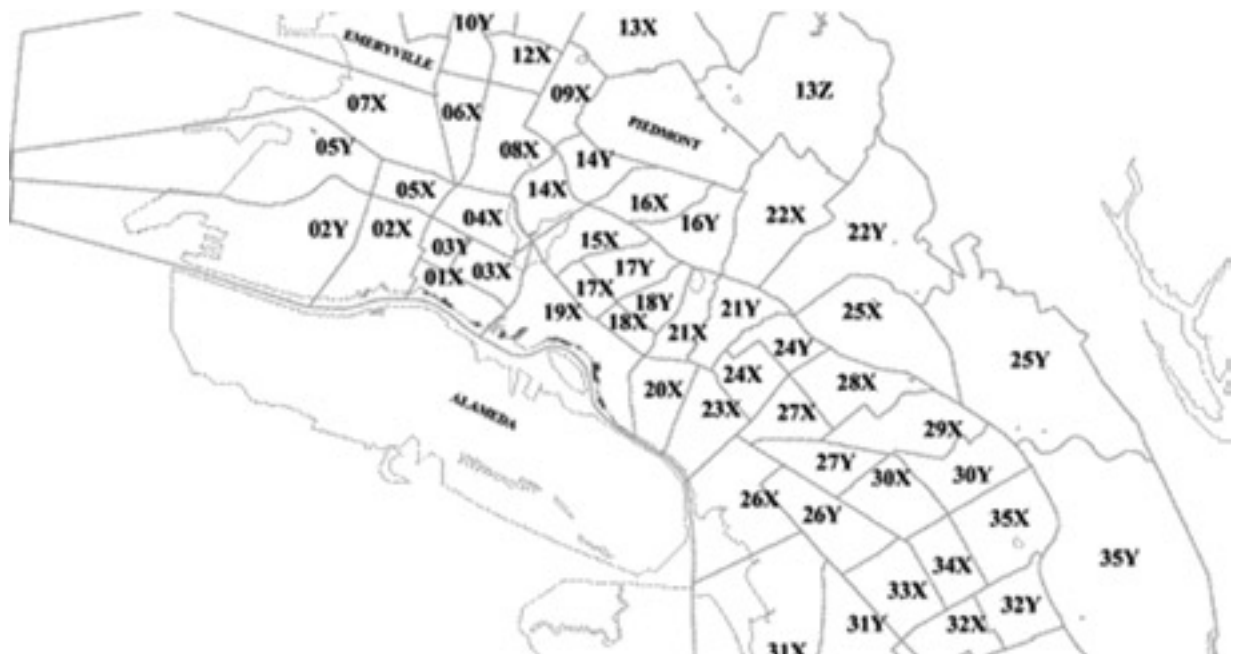
### In the Beginning Was Oakland

In 1993 Oakland became the first California jurisdiction to adopt a local education, monitoring and enforcement program. Oakland's Alcohol Beverage Action Team went into effect in 1997 after the state's Supreme Court held it constitutional. Alcohol industry interests had sued Oakland on the basis that its ordinance infringed on state authority to control alcohol

commerce and because it singled out a certain class of retailers for a business tax, according to an analysis in *San Francisco Alcohol Policy Coalition News* (April 2000).

Oakland Police Chief Richard Word reported to the city council that in 2002 ABAT had carried out hundreds of inspections and conducted decoy operations in which 42 percent of the outlets sold to underage youths. At least four alcohol retailers modified their business practices to promote compliance with ABC license and other health and safety conditions.

Chief Word's report described the level of staffing (three police officers, two police service technicians, one planner/analyst and the





■ . . . . .

---

**The alcohol  
retailers  
were highly  
mobilized, and  
it took a lot of  
support and  
perseverance  
to overcome  
their  
opposition.**

---

parttime efforts of a deputy city attorney) in part made possible by annual fee revenue of \$200,000. Oakland charges retailers, on average, \$600 annually for an alcohol permit. The city aims to increase its 75 percent collection rate in 2003 by having the police department issue invoices to retailers.

Oakland's lead has been emulated elsewhere in California. Nate Miley, a former Oakland city councilor and now a member of the Alameda County Board of Supervisors, led efforts for the county's adoption of a similar ordinance.

### College Town and Wine Country

Following Oakland's court victory and subsequent implementation of its alcohol permit fee, two other Northern California cities followed suit.

In 1998 the city of Santa Cruz, home to the University of California-Santa Cruz and a popular tourist destination, adopted an alcohol sales permit fee to recover approximately one-half of the cost of the police department's alcohol education, monitoring and compliance program. Modeled after Oakland's program, Santa Cruz dedicates two police officers and clerical support to its program. The city sets permit fees based on volume of alcohol sales and latest hour of operation. Annual fees range from just over \$100 to just over \$1,000 per retailer.

In 2003, on the recommendation of Police Chief Michael Dunbaugh, Santa Rosa in California's wine country put a similar program into place as the city was just concluding a three-year ABC grant for local enforcement. Dunbaugh initially recommended a flat \$675 annual fee per retailer but later modified fees to a range of \$500 to \$5,000 with intermediate gradations based on volume.

### Alcohol Retailers' Objections

In none of the California jurisdictions so far has approval been unanimous. When Santa Rosa's city council was considering its alcohol permit fee, Lance Hastings, representing the California Grocers Association, told the council, "We're disappointed. There are plenty of resources available to fight alcohol-related crimes other than charging retailers," as reported in *The Press Democrat* (January 22, 2003).

Added councilman Mike Martini, owner of a local winery and the only dissent to the council's favorable vote adopting the alcohol fee: "What you're doing is placing the burden on the majority of people who follow the rules. You're asking them to pay for those who don't follow the rules."

In Santa Cruz, spokespersons for the California Restaurant Association, Korean

## HOW IT WORKS

Local monitoring, education and enforcement programs engage in a wide range of activities, according to an analysis in *The Alcohol Policy Network News* (May 1998) and updated by *Prevention File*. Activities include the following.

- Inspection by appointment. Officers check for compliance to all city laws and city-imposed conditions.
- Problem analysis. Officers review data to decide where to best use available resources.
- "Cops in Shops." Officers pose as employees of an alcohol establishment, in order to cite minors attempting illegal purchases, adults purchasing for minors, or obviously intoxicated patrons attempting to purchase.
- Shoulder-tap decoys. Underage youths are used at off-sale premises, to cite adults providing alcohol to minors.
- Various prevention activities, such as on-site licensee consultations, responsible beverage service training, training of school resource officers and DARE officers, and participation in various community campaigns and alcohol-free youth events.
- ABC license and local planning and zoning review. Officials check applications for new licenses and changes on current licenses as well as ensure compliance on existing permits.
- Local and regular education and training for licensees.
- Decoy programs using minors.
- Field enforcement activities, such as complaints from licensees and community members, impaired driving, and public drunkenness.
- Focus and documentation, which ensures that there is a point of contact and that record keeping and reporting requirements are complete.
- Community input. For example, Oakland has a deemed approved advisory committee that meets monthly to review the activity of the alcohol beverage action team and makes recommendations, license conditions and problem solving. The committee included community members, retailers and the alcohol beverage action team.

American Grocers  
Association of California  
and Santa Cruz Chamber of

Commerce spoke in opposition during a January 27, 1998, city council hearing, according to minutes of that meeting. By a show of hands, 140 were opposed to and only eight in support of the measure. Nevertheless, the council adopted the ordinance, encouraging staff to continue to seek business perspectives during implementation.

"The alcohol retailers were highly mobilized, and it took a lot of support and perseverance to overcome their opposition. In terms of working cooperatively with the retailers, the monitoring and education aspects of the program were emphasized as a way to avoid enforcement problems in the future," said William Manov,

alcohol and drug  
program administrator  
for Santa Cruz County.

"Industry folks if they've experienced [programs such as Oakland's ABAT] won't be in opposition," said Joan Kiley, a veteran Oakland community leader and alcohol policy advocate. "Certainly they don't like to pay the fee, but most of the responsible operators will tell you it's a great thing [because it] encourages the bad operators to clean up their act so everyone wins."

Within the first year of its alcohol permit fee, Santa Rosa responded to retailer concerns that

the fee structure was too complicated and too onerous on smaller retailers. It substituted a sliding scale that more closely calculates the fee based on volume of alcohol sales. And, fulfilling Kiley's prediction that program experience lessens opposition, just six months after initial adoption Santa Rosa's revisions drew virtually no protests, according to Manny Silverio, a supervisor with the city's Finance Department. "The business community, while not happy,

has accepted this (ordinance) given the budget constraints. They could not come up with a good enough rationalization why we did not need these funds—especially since (state ABC) grant funds for these efforts are no longer available,” said Ginny Helm, analyst with the Santa Rosa Police Department.

Will more communities adopt similar programs?

How likely is it that other jurisdictions will pursue alcohol permit fees to mount similar programs? Manov says: “I suppose it varies from city to city. In Santa Cruz, we were blessed with strong leadership from the police department and a champion on the city council, as well as community support. It also helps that Santa Cruz is a tourist town, and the alcohol-related problems—especially in the summertime—are so severe that it is hard to discount them.”

According to Kiley, that consideration depends on both city politics and the relative influence of commercial interests. Some cities may think existing nuisance abatement ordinances are sufficient to deal with alcohol issues, although, she is quick to add, such ordinances lack the advantages of Oakland’s dedicated police unit made possible by the local permit fees.

And Helm has been contacted by at least one other locality interested in the fee.

With increasing concerns about quality of life and continuing state and local budget constraints, alcohol permit fees as one additional community tool for addressing health and safety close to home appear to be an idea whose time has come. □

## REDUCING STUDENT DRINKING AND DRIVING

The University of California, Santa Barbara won the \$5,000 grand prize in a competition against other universities in western states to develop and implement programs to prevent student drinking and driving.

“UCSB won the grand prize this year for its programs requiring parental notification in the event of an arrest or citation for alcohol or other drugs, for coordinating Isla Vista landlords to help prevent substance abuse, and for continuing efforts to stop bicycling under the influence,” said Steven Bloch, PhD, coordinator of the College and University Drinking and Driving Prevention Awards Program for the Automobile Club of Southern California.

The Isla Vista Responsible Landlord Program sets consistent standards and strengthens tenant contracts regarding sanctions for alcohol and other drug abuse problems. In addition, if a UCSB student is arrested or cited for intoxication, the student’s parents receive a letter of concern from the campus with referral to sources of assistance.

“Each of these programs is quite distinctive and represents innovative ways in which UCSB attacks the problem of student drinking,” Bloch said.

Prize amounts of \$1,000 each were awarded to Texas A & M University, the University of Nevada, Reno and Texas State University—San Marcos.

The College and University Drinking and Driving Prevention Awards is a joint program between the Automobile Club of Southern California and the Higher Education Center for Alcohol and Other Drug Prevention. AAA Northern California, AAA Texas, AAA New Mexico, AAA Hawaii, AAA Utah and AAA Nevada also participate.

For information about the academic year 2003-2004 award program, please visit the Higher Education Center’s website at [www.edc.org/hec/](http://www.edc.org/hec/).

# WHAT'S UP DOWNTOWN?

**Redevelopment is taking the form of new or refurbished buildings and improved roads and public transportation options as well as landscaping, parks and open spaces where people can congregate.**

ACROSS THE COUNTRY CITIES ARE REDISCOVERING THEIR HISTORIC URBAN CORES. Downtown

redevelopment is producing a mix of new land uses in what were once abandoned or deteriorating neighborhoods. This new wave of urban redevelopment includes new ballparks, libraries and other civic facilities; high-density residential and office buildings; and specialty retail outlets.

In some instances, university campuses—often major property owners—are joining in redevelopment efforts. Some cities are seeking to recapture tax base lost in the past three decades to suburban shopping malls or “big box” chain retailers outside their city limits. And cities, small and large, are incorporating cultural and entertainment venues, upscale dining, bookstores and other attractions in an effort to draw people downtown.

Redevelopment is taking the form of new or refurbished buildings and improved roads and public transportation options as well as landscaping, parks and open spaces where people can congregate. At the same time city officials, downtown business interests, and residents are concerned with quality-of-life issues. They want these revitalized environments to be attractive for working, living and entertainment. Increasingly, civic leaders are including alcohol risk management

in the mix of quality-of-life outcomes that downtown revitalization is meant to achieve.

Lincoln, NE, Washington, PA, and San Diego, CA, are all in the midst of urban redevelopment and provide useful lessons in alcohol-related risk management. In addition to the outright eradication of high-risk alcohol retail environments, these cities have learned that attention to both physical and social environments can create safe and healthy hospitality settings.



## Doing It in Downtown Lincoln

Lincoln is Nebraska's state capital and site of the 18,000-student University of Nebraska flagship campus. Over 200,000 residents make up the city and Lancaster County. For over a decade, the Lincoln Responsible Hospitality Council has worked to reduce alcohol-related risks in bars and restaurants. For over five years, the city and the university

have worked on reducing dangerous alcohol practices among students through a coalition named NU Directions.

The Lincoln Downtown Association says that the city's core is thriving, as illustrated by the following:

- Private companies, government entities and nonprofit organizations have undertaken over \$50 million in construction over the past three years.





- Space in downtown is in high demand—overall vacancy rates in downtown have sharply decreased from over 16 percent in 1989 to less than 9 percent in 2001.
- Retail vacancy rates have declined from above 18 percent to under 7 percent in the same period.
- The downtown residential census has increased to 3,000, and conversions of historic office buildings to living units are in the works.

Meanwhile, the alcohol environment is changing downtown. Lincoln Police Chief Tom Casady describes the recent success of new entertainment venues downtown in attracting business to their licensed establishment.

“It’s a dramatically different environment from the stand-up bars which are packed around 14th and O. These are new liquor licenses downtown, businesses where the occupancy is lower, the beer costs more, the pool tables could really be used for shooting pool, and you could actually watch a sports event and hear the audio. The environment is more than just cheap liquor,” he said.

With NU Directions and Downtown Association support, in September 2002 the Lincoln City Council began to impose conditions on new alcohol licensees. The council forwards these recommended conditions to the Nebraska State Liquor Commission, and the commission attaches them to the license.

The four conditions recommended by Lincoln City Council on new liquor licenses in

the downtown entertainment zone are as follows:

- All servers and their supervisors to complete a server education course within first month of employment
- Club to maintain 1:25 staff/patron ratio.
- Employees to wear distinctive uniform or nametag visible at ten feet.
- Management to maintain policy and make available to all employees (and copy to Police Department) regarding the following issues:
  - No service to intoxicated persons and written staff instructions for cutting off customers.
  - No alcohol service to minors and written staff instructions for checking identification.
  - Written staff instructions in the event of disturbance, fight or argument.

NU Directions has strengthened its ties with the Downtown Lincoln Association, as both groups recognize that good management of alcohol outlets rather than their elimination is a common goal.

“NU Directions previously focused on either changing the zoning in downtown or doing something to restrict the number of liquor licenses allowed in the downtown—which would have been very problematic with us. (Now,) we have all agreed to better manage the number of outlets in the downtown. We are better focusing our time and energy on those places that are problems rather than depriving downtown of new businesses that could be very, very positive

and not problems,” said Polly McMullen, association director.

## Blueprint for Collaboration

In 2002, new leadership arrived on the scene in Washington, a western Pennsylvania community of 15,268, county seat and home to Washington and Jefferson College, a liberal arts institution established in 1781. W&J College enrolls 1,100 students with growth to 1,400 anticipated by 2010. Its campus is contiguous with downtown Washington.

Washington mayor Kenneth J. Westcott and W&J president Brian C. Mitchell, PhD, both new to their positions, determined to join forces in improving Washington’s downtown while accommodating W&J’s enrollment growth. The result is an ambitious redevelopment plan that will draw on both campus and civic leadership to improve the quality of life for students and community residents alike.

Issued in November 2002, the City of Washington and Washington and Jefferson College Blueprint for Collaboration was the product of an eight-month planning effort, supported by the Claude Worthington Benedum Foundation, to develop a shared vision of “what we want our community to look like and identify goals and strategies to help us get there.” It calls for “a new generation of cooperative ventures that have the potential to transform the physical, economic, and social landscape of our community.” It addresses five interconnected priorities—downtown revitalization, business development, lifelong learning, recreation, and leadership development—and sets out a three-year agenda recognizing roles for W&J units, city agencies, Main Street Washington,

the county’s tourism and redevelopment offices, and other stakeholders.

Goals include development of downtown cultural and recreational facilities—for joint community and campus use—and creation of a permanent structure for ongoing town-gown collaboration. One early success for the Blueprint was receipt of a state Liquor Control Board grant, applied for jointly by city and college, to address risky student drinking.

## Multiple Strategies at Work in San Diego

“Play ball” will sound for the first time in downtown San Diego’s Petco Park, new home to the Padres, with the opening of league play in April 2004. The ballpark anchors a downtown redevelopment area, the East Village, and abuts the city’s recently expanded convention center and popular Gaslamp entertainment district. New hotels, apartments, condominiums and retail space—along with the ballpark—are replacing underachieving warehouses, empty lots and outmoded small industrial uses.

Downtown redevelopment has been under way in downtown San Diego since the 1970s. Downtown San Diego encompasses hundreds of acres and will have a residential population of 540,000, according to redevelopment plans under way through the San Diego Centre City Development Corporation. The metropolitan

area numbers over three million residents, and hundreds of thousands of visitors annually make San Diego one of the country’s top tourist destinations.

Because redevelopment is more than just bricks and mortar, a number of San Diego interests have promoted quality-of-life objectives along with physical improvements. The city’s Redevelopment Agency, downtown’s principal planning and public improvement entity, works with a number of groups to enhance quality of life.

---

**Because redevelopment is more than just bricks and mortar, a number of San Diego interests have promoted quality-of-life objectives along with physical improvements.**

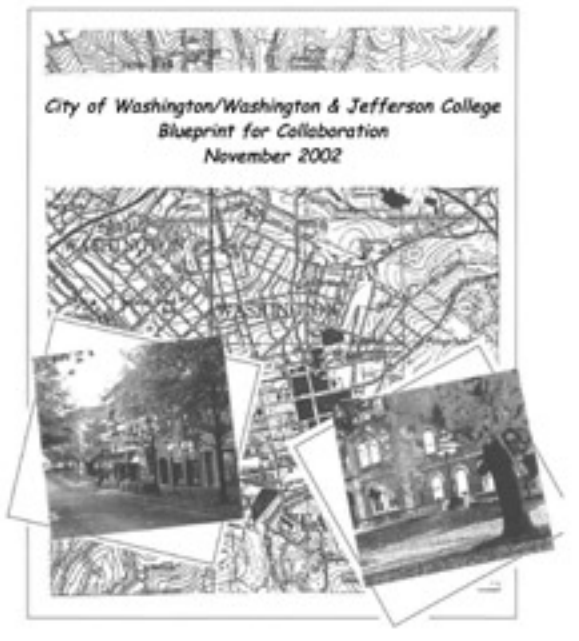
---

Vitality San Diego is an example of one such group. VSD is funded by the San Diego Health and Social Services Agency and has support from city government, local businesses and residents. It has provided technical assistance to the East Village/Ballpark Advisory Group to identify the need for and to implement alcohol risk management policies in and around the new ballpark.

“Vitality is facilitating opportunities for downtown residents, businesses, community organizations and

other stakeholders to address concerns about and solutions to alcohol-and other drug-related environmental impacts on downtown life,” says Dan Tomskey, project manager.

Related groups such as the Downtown San Diego Partnership and Gaslamp Quarter Association promote such health and safety initiatives as the Clean and Safe Program,



supported by a business improvement district, and special events training to ensure responsible beverage sales and service at Street Scene in the Gaslamp District. The California Department of Alcohol Beverage Control district administrator for San Diego is a staunch backer of RBS training for Street Scene because of the dramatic fall-off in police incidents since training was adopted almost a decade ago. Over 90 percent of Gaslamp alcohol retailers have completed RBS training on a voluntary basis, according to Marian Novak, who leads a countywide RBS Council.

The San Diego Host Responsibility Panel was instrumental in facilitating a task force of city officials, Gaslamp Association and downtown residents to reduce early morning noise from garbage trucks serving an increasing number of downtown nightspots. Minimizing disturbances is a goal both hospitality businesses and residents embrace.

## Get Involved with Downtown Associations

"Demand for mixed-use districts is expanding," according to Betsy Jackson, president of The Urban Agenda and past president of the International Downtown Association.

"Downtown development organizations are your best allies in finding solutions that bridge the gulf between alcohol-serving opportunities and alcohol abuse prevention advocacy," says Jackson, offering these seven "good reasons";

- Downtown development organizations already manage (and correct) chaos, balance constituent's interests and keep an eye on the horizon for new opportunities . . . and threats.
- Downtown organizations understand and support the profitmaking needs of business

and already have established relationships with business operators—relationships

that allow them to make helpful recommendations regarding business operations, marketing, enforcement and more.

- Downtown groups are charged with establishing a predictable, high-quality social environment, so they understand the need for social-order norms and are developing creative ways to establish or improve those norms.
- Downtown development groups know the value of enforcement and regulation, but also know the limitations of these tools . . . particularly in the areas of managing social behaviors.
- Downtown organizations have established marketing and communications programs and are heavily involved in image development for their district(s).

- Downtown leaders have credible relationships with both elected leaders and professional staff in city hall.
- Downtown groups have an existing management structure, with broad interest-group leadership and creative, problem-solving and opportunity-seeking staff.

"That's the good news. But most downtown development organizations lack depth of knowledge in the dynamics of entertainment districts and how they differ from retail, office and other business needs. That's where you all can come in," Jackson told a mixed group of hospitality business executives and public health advocates earlier this year at an Issues Forum sponsored by the Responsible Hospitality Institute, a public policy group concerned with health and safety practices within the hospitality industry.

## Successful revitalization strategies must embrace a broad spectrum of civic interests, including hospitality and public safety, ideally coalesced into a downtown leadership organization.

Jackson's formula recognizes that successful revitalization strategies must embrace a broad spectrum of civic interests, including hospitality and public safety, ideally coalesced into a downtown leadership organization. Lincoln, Washington and San Diego demonstrate how downtown success stories consider alcohol risk management as an essential quality-of-life ingredient.

Learn more about the experiences and plans of local and national organizations cited in this story on the Web:

- Downtown Lincoln Association: [www.downtownlincoln.org](http://www.downtownlincoln.org)
- Responsible Hospitality Institute: [www.hospitalityweb.org](http://www.hospitalityweb.org)
- San Diego Gaslamp Quarter Association: [www.gaslamp.org](http://www.gaslamp.org)
- San Diego Vitality: [www.publicstrategies.org/vitality\\_sandiego.htm](http://www.publicstrategies.org/vitality_sandiego.htm)
- Washington (PA) Blueprint for Collaboration: [www.washjeff.edu/pdfs/Blueprint.pdf](http://www.washjeff.edu/pdfs/Blueprint.pdf) ☐

# NEW SYSTEM TO AID IN ALCOHOL POLICY RESEARCH

HAVE YOU EVER WONDERED which state requires registration numbers on beer kegs or where to find information on every alcohol-related bill enacted in a particular state? Or how many states prohibit insurance companies from denying coverage due to insured people whose injuries occurred when they were intoxicated?

A new Website developed by the CDM Group under contract for the National Institute on Alcohol Abuse and Alcoholism has the answers to these questions and more. Unveiled in June, the Alcohol Policy Information System ([alcoholpolicy.niaaa.nih.gov/index.asp](http://alcoholpolicy.niaaa.nih.gov/index.asp)) is an online resource that provides authoritative, comprehensive and detailed information on alcohol-related policies in the United States, at both the state and federal levels.

The system is designed primarily as a tool for scientists and researchers to investigate alcohol-related policies but can also serve those with an interest in alcohol policy change, such as legislative staff, people with a public health focus or advocacy groups, among others.

"We don't expect it to be a high-volume site since we have such a limited target audience," said Gregory Bloss, project

officer for APIS in NIAAA's Division of Biometry and Epidemiology. "Even though other groups will use it, our focus will be on serving the needs of our researchers."

The system's content menu helps users navigate through the site easily. In addition to the usual introduction and frequently asked questions pages, the site's navigation menu provides background information on alcohol policy and explains the types of laws covered in the system. It also includes a section on how to search APIS and an archive database that enables users to retrieve summaries and full text of every alcohol-related bill and regulation enacted or adopted in the United States at both the state and federal levels.

To aid users, APIS developers divided alcohol policies into nine broad categories:

- alcohol beverage control
- taxation and pricing





**We had to remain true to the legal language but make it useful for the research audience we're providing to.**

- advertising, marketing and mass media
- transportation, crime, and public safety
- health care services and financing
- education
- public services, functions and programs
- employment and workplace
- other alcohol policy areas

The system's Alcohol Policy Classification System is a tool for organizing and retrieving specific bills and regulations in the APIS archives. The classification system shows users whether policies can be cross-referenced and gives detailed information on how to search the archives. The archives currently provide all bills and regulations enacted or adopted beginning Jan. 1, 2002, but will soon contain legislation for 2003, according to Bloss.

What the system doesn't cover is case law—the judicial interpretation of law, which proved to be out of the scope of the project, and local-level policies. According to Bloss, boundaries had to be set in the project's initial stage so it was decided that local laws—such as county and municipal bills and regulations—would not be included. However, Bloss said it would not be out of the question to tackle adding local laws to the system in the future.

The general idea for the system has been a long time in the making within the Maryland offices of NIAAA, said Bloss. NIAAA staffers were motivated to advance research on the effects of

alcohol policy but were under the perception that the one thing limiting research in this area was the availability of comprehensive materials on alcohol policy.

Staffers decided an easily accessible resource was needed that would enable researchers to find detailed and comprehensive information on alcohol policy. NIAAA funded a feasibility study in 1998 to determine how broad the scope would be, what resources were available, and what areas deserved a focus to accomplish the system's goals. An expert meeting followed the six-month feasibility study to shape the overall effort and make it as useful as possible, Bloss said.

The expert meeting—which included input from senior NIAAA staff members and scientific researchers—was held in November 1999. The information gathered then helped to form the Request for Proposal that went out in early 2001.

The contract was awarded in September 2001 to The CDM Group, which is based in Chevy Chase, MD. Major subcontractors are Pacific Institute for Research and Evaluation of Calverton, MD, and UrbanPlanet, LLC, of St. Paul, MN.

The system was based in part on a project headed by Alexander C. Wagenaar, PhD, at the University of Minnesota's Alcohol Epidemiology Program. Wagenaar's "State Policies Project"



## POLICY DESCRIPTIONS ON APIS

*The Alcohol Policy Information System Website includes background descriptions on the full range of alcohol policies. The following is an excerpt from the section of keg registration policies:*

Keg registration laws (sometimes called keg tagging laws) require wholesalers or retailers to attach a tag, sticker, or engraving with an identification number to kegs exceeding a specified capacity (two to eight-gallon minimum depending on the state). At purchase, the retailer records identifying information about the purchaser (e.g., name, address, telephone number, driver's license). A refundable deposit may also be collected for the keg itself, the tapper mechanism used to serve the beer, or both. The deposit is refunded when the keg and/or tapper is returned intact with the identification number. In some states, keg laws specifically prohibit destroying or altering the ID tag and provide penalties for doing so. Other states make it a crime to possess an unlabeled keg. In a different approach to regulating kegs, Utah bans kegs altogether. Some states collect information that may aid law enforcement efforts such as the location where the keg is to be consumed and the tag number of the vehicle in which the keg is transported. Some states also require retailers to provide warning information at the time of purchase about laws prohibiting service to minors. The recent introduction of disposable kegs presents a complicating factor for keg registration laws. Some of these containers meet the capacity definition for a "keg" but cannot be easily tagged or traced since they are meant to be disposed of when empty.

aided the development of APIS, Bloss said.

Nearly two years in the making, the system faced many challenges from the beginning. The first obstacle was the sheer volume of information available on alcohol policy. Developers had to identify what was wanted, what formats were available, and how to obtain the information. There was also the need to supply accurate information since the content would be used heavily by researchers for citation.

"We stressed quality assurance throughout all of this," Bloss said. "We were quite meticulous about documenting all of our procedures so in the event of any errors, we could trace back, find them and correct them."

Another challenge facing the developers was how to translate the legal wording of the laws to language that could be easily understood by the system's target audience. A number of legal consultants were brought onto the project to help categorize and translate the legalese of the documents into text that could be used by researchers or users of the system.

"We had to remain true to the legal language but make it useful for the research audience we're providing it to," Bloss said.

Lastly, developers had to figure out the best possible way to present all of the information in an easy-to-navigate Website that would serve the research community well.

"It's an ongoing struggle,"

Bloss said. "We feel we've made some progress. We tried to make it as user-friendly as possible."

Work on the system continues as Bloss receives feedback from researchers who have used the site. There are plans to bring the 2003 bills and regulations into the system's archives within the next few months. Also, NIAAA would like to expand the nine alcohol policies currently covered in the system.

Bloss said over the next few months, NIAAA will add two new policies: underage drinking, and alcohol and pregnancy. The new categories are expected to be added by November, prior to the American Public Health Association meeting to be held in San Francisco, where a demonstration of APIS is planned.

NIAAA is also exploring other ways to represent policy changes over time, and supplying information on conformance and compliance

on specific policies.

Since the system's debut in June at a meeting of the Research Society on Alcoholism, Bloss has received nothing but positive feedback on the site.

To alert the research community to APIS, NIAAA is trying to reach its target audience through professional meetings such as the RSA's public unveiling and the American Public Health Association meeting planned this fall. The system is also linked to the home page of the NIAAA, which is part of the National Institutes of Health, an agency of the U.S. Department of Health and Human Services. ☐



# KEEPING COMMUNITY EVENTS FESTIVE AND SAFE

**A recent study of community festivals showed that 50 percent of underage patrons were able to purchase alcohol at those events.**

IT'S AN ALL-AMERICAN TRADITION—gathering in large groups, often outdoors, to celebrate holidays or mark events. In cities and towns, at parks and beaches, at churches and schools and at stadiums, people enjoy getting together to have a good time.

Often, however, these community festivals involve a large number of people who consume substantial amounts of alcohol in a concentrated area. This increases the risk of altercations and fights, traffic crashes, vandalism of local property and other neighborhood disruptions.

Alcohol booths at these events are often run by organizations that receive temporary alcohol licenses for one or a few days. Generally, these organizations have little if any experience in serving alcohol. Servers at festival booths are frequently volunteers who are not trained in responsible beverage service. They may not realize it is illegal to sell alcohol to underage or obviously intoxicated patrons. They may not realize that they, themselves, should not be drinking while they are serving alcohol.

Overall, festivals have fewer regulations than alcohol outlets. While a substantial body

of research has focused on alcohol sales at licensed establishments, little research has focused on the sale of alcohol at community events. One researcher who has been studying festivals for several years is Traci Toomey, PhD, of the University of Minnesota School of Public Health, Division of Epidemiology. Her work is part of the school's Alcohol Epidemiology Program funded by the Robert Wood Johnson Foundation.

Toomey recently conducted a demonstration project involving several types of festivals in four different communities to assess the potential effectiveness of grassroots organizing campaigns for influencing alcohol control policies and the effectiveness of those new policies in reducing the propensity for illegal alcohol sales at community festivals.

Prior research at established alcohol outlets indicates that management policies and support of alcohol servers is important for promoting the responsible service of alcohol. A study on bars and restaurants conducted 12 years ago showed that 50 to 90 percent of underage patrons were able to purchase alcohol at those establishments. A more recent study showed that only 20 percent of underage patrons were able to purchase alcohol at those establishments.

A recent study of community festivals showed that 50 percent of underage patrons were able to purchase alcohol at those events. Also, 90 percent of intoxicated patrons were able to buy alcohol at festivals, as compared with 79 percent of intoxicated patrons who were able to buy alcohol at established outlets.

When festival planners were surveyed, only

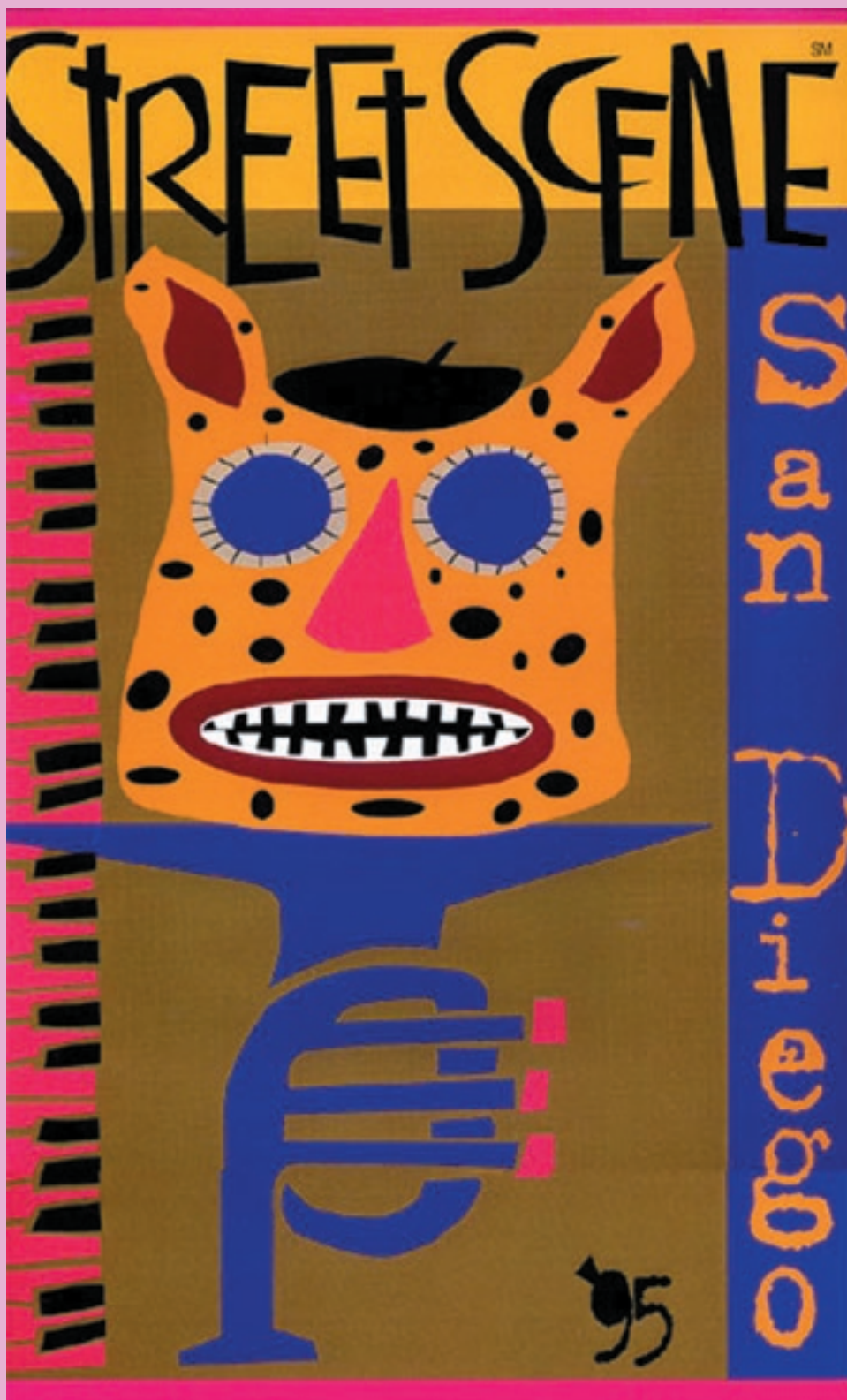
56 percent indicated that servers at their events were required to be trained on how to responsibly serve alcohol (31 percent of the planners did not know whether servers needed to be trained). Thirty-two percent indicated that alcohol sales were not restricted to specific areas of the festival.

Of those that did restrict alcohol consumption to specific areas, 62 percent indicated that underage individuals were allowed into those areas. Approximately half of the events did not restrict the number of alcoholic drinks individuals could purchase per sale.

A lack of awareness about alcohol-related issues was reflected in the statements of several surveyed planners who were at first not sure whether they should participate in the survey. When told that the survey covered alcohol policies and practices at their festivals, some planners responded that alcohol was not served at their event—only 3.2 beer.

“Community festivals are a higher-risk setting in terms of underage sales and sales to intoxicated patrons,” Toomey explained. Two types of interventions have been used to promote responsible service of alcohol within establishments: training and community organizing. Alcohol Risk Management (ARM) training provides one-on-one training for owners and managers and is promising for changing outlet policies and preventing illegal sales to obviously intoxicated patrons.

Toomey also said that community-organizing efforts have been used successfully to influence institutional and public policies addressing a wide range of public health problems, including illegal alcohol and tobacco







and local alcohol laws and have no management training. However, they are quite fearful of liability lawsuits. Many are eager to undergo training when it is made available. Toomey said she expected only one or two people from each festival to attend the training that was offered, but about 20 per festival attended.

Among the policies recommended for keeping a festival free from alcohol-

related problems are the following:

- Restrict alcohol sales to a designated location not accessible to underage patrons.
- Limit the number of servings per patron per purchase.
- Limit cup size and use distinguishable cups for alcohol.
- Offer nonalcoholic drinks as prominently as alcoholic drinks.
- Check IDs carefully and refuse service to underage and intoxicated patrons.
- Monitor activities and enforce the rules.
- Provide alternative transportation for festivalgoers who have been drinking.

The implementation of the project was successful, according to Toomey, but it still has not been determined if the project changed the likelihood of underage drinking or service to intoxicated patrons.

While Toomey and the University of Minnesota School of Public Health continue to research the issue, some communities are already taking action.

In Ventura County, CA, a movement to keep community events safe, led by the Institute for

Public Strategies under contract with the County of Ventura's Behavioral Health Department, sends trained volunteers to conduct assessments of alcohol sales and service at public events. The purpose of this effort is as follows:

- Determine what kinds of policies and controls are exercised by the vendors and event organizers to prevent problems with alcohol sales and use.
- Gauge the nature and severity of any problems involving alcohol.
- Develop recommendations for ways in which the event or activities can be improved to reduce the risks of problems such as injuries, accidents, sales to minors and intoxication of patrons.

IPS also offers "event improvement plans" to communities that are interested in improving the safety of such events.

In San Diego County, the district ABC office requires that large community events at which alcohol is sold or served have all volunteers go through responsible beverage service training as a condition of their special-event permit. The Responsible Hospitality Coalition, under a contract with the county's Department of Health Services, has conducted special-event training since 1996, training volunteer servers at as many as 50 events that draw over 300,000 attendees a year. ABC credits the training with reductions in problems related to driving under the influence, public intoxication and disorderly conduct.

According to Marian Novak, executive director of the RHC, the mandatory training requirement not only reduces problems but also brings communities together so that everyone is working from the same perspective. "For example, our policy that volunteers cannot drink alcohol while serving was very controversial at the beginning. Now it's a community norm." □

sales to underage youth. Both training and organizing can be adapted to improve alcohol control policies at community festivals.

For the demonstration project, Toomey chose festivals in four different types of communities—one major city, one rural community, one older suburb and one new and growing suburb. In each location she invited a group of eight to 12 community members to study existing festival policies regarding alcohol service and to consider new policies. The groups had nine to ten months to complete the process.

Each of the communities chose a different way to address the issue. One community decided to pursue an ordinance regulating alcohol sales at community events. Another group pursued a community policy that would become an ordinance the following year. The third community chose to make alcohol-serving regulations a condition of obtaining a festival license. The last community decided to improve policies at the festival level.

All of the festivals were offered training in responsible alcohol service. Toomey said festival organizers often are unfamiliar with state

Continued from inside front cover

the brain associated with reinforcing the effects of nicotine, this study provides the first evidence that genes that alter dopamine function may influence smoking cessation and relapse during treatment," said the study's lead author, Caryn Lerman, PhD, of the University of Pennsylvania.

Researchers found that participants with particular variants of the SLC6A3 dopamine transporter gene and the DRD2 dopamine receptor gene reported significantly higher abstinence rates and a

longer time before relapse than smokers carrying other variants of these genes.

"This gene-gene interaction provides new evidence for the effects of dopamine genes on prospective smoking cessation and underscores the importance of not limiting genetic investigations of smoking behavior to single-gene effects," said Lerman.

### Internet Pharmacies Fuel Prescription Drug Use

Between 1995 and 2002, the number of emergency-room visits tied to the nonmedical use of prescription drugs increased by 163 percent, according to the Substance Abuse and Mental Health Services Agency. It estimates that nine million people now abuse prescription drugs, often using them for recreational purposes.

According to a *Christian Science Monitor* (October 1, 2003) report, the rise of the Internet is one factor fueling the increase in nonmedical prescription drug use. Since 1999, the number of online pharmacies has mushroomed, giving what appears to be easy access to the drug of their choice.

"Certainly the Internet has facilitated the average person obtaining controlled substances when they would not have done so. Most people wouldn't go into their doctor and falsify medical complaints to their doctors; but over the Internet, they don't realize it's illegal, and they can do it anonymously," said

Elizabeth Willis, chief of drug operations in the Drug Enforcement Administration's Office of Diversion Control, in *The Monitor*.

Internet pharmacies started appearing in abundance in 1999. An investigation done by the General Accounting Office in 2000 found 190 Internet pharmacies operating at the time. Of those, 79 provided drugs without a proper prescription. It's estimated there are now hundreds of such cyberpharmacies operating from the United States and overseas. The GAO report says "the rapid growth in Internet sales of prescription drugs and the increase in the practice of physicians prescribing to consumers on the basis of an online questionnaire challenge traditional state

and federal safeguards. Moreover, these activities may occur anonymously across state and international borders, hampering state and federal efforts to identify noncompliant Internet pharmacies and physicians. State medical and pharmacy boards, as well as several federal agencies, have expressed concerns that their existing enforcement tools are not adequate to police Internet practices."



## Stay Current. Subscribe Now!

Subscribe to *Prevention File* today and join a growing national audience advocating for public health and safety.

*Prevention File* is available at both individual and bulk subscription rates. Our bulk subscribers distribute *Prevention File* in their communities as a way to stimulate informed response to alcohol, tobacco and other drug problems.

### SINGLE COPY

USA	<input type="checkbox"/> 1 yr/\$25	<input type="checkbox"/> 2 yrs/\$40	<input type="checkbox"/> 3 yrs/\$55
Canada	<input type="checkbox"/> 1 yr/\$29	Beyond Canada	<input type="checkbox"/> 1 yr/\$39

### BULK QUANTITIES

(USA only)	Qty. per quarter	Cost per copy (\$)	Annual price (\$)
<input type="checkbox"/>	100	1.38	550
<input type="checkbox"/>	250	1.25	1,250
<input type="checkbox"/>	500	1.10	2,200
<input type="checkbox"/>	1,000	1.00	4,000

Name \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/ZIP \_\_\_\_\_ E-mail \_\_\_\_\_

**PAYMENT.** Prepayment required on all orders under \$500. All prices include shipping and applicable sales tax. Make checks payable in U.S. dollars to:

The Silver Gate Group.

**Send to:** Prevention File  
 Silver Gate Group  
 P.O. Box 420878  
 San Diego, CA 92142-0878

Federal Tax ID: 33-0714724

Web: <http://silvergategroup.com>  
 E-mail: [prevfile@silvergategroup.com](mailto:prevfile@silvergategroup.com)



## Ten Years Ago in *Prevention File* (Vol. 8, No. 4, Fall 1993)

# BUSINESS AND HIGHER EDUCATION: THE OREGON EXPERIENCE

by Mimi Bushman

Oregon's business and higher education communities have adopted a novel approach to alcohol and other drug problems at colleges and universities throughout the state. According to Dennis Madson, PhD, vice president of student affairs at Lewis and Clark College, what's different in Oregon is recognition that businesses and campuses share common concerns, common costs and common goals.

"Because businesses pay for alcohol and other drug problems through increased accidents, medical claims, absenteeism, insurance costs and theft, they share colleges' concerns about wasted academic futures and wasted job opportunities as well as an interest in a drug-free workforce for the future," explains John Shelk, managing general partner of Ochoco Lumber Company in Princeville and chair of the Oregon Business Council's Drug Abuse Task Force. "Sixty-six percent of drug abusers are employed. The impact of alcohol and other drug problems on business is enormous."

The Oregon Business Council is an organization of the chief executive officers of Oregon's largest companies. It met in early 1991 with the presidents of many of the state's colleges and universities to address

shared concerns about campus alcohol and other drug problems.

While business leaders had focused on illegal drug use, college presidents maintained that alcohol use should be the focus of the newly formed business and higher education team because of the extent of alcohol-related problems on campus. In addition, as colleges and universities are also large employers, they wanted to know about CEOs' experiences with employee policies. Campus policies often focus

on students, leaving out provisions for staff and faculty members.

The importance of the role of college presidents in addressing alcohol and other drug problems is underscored in a document developed by a team of education and business leaders "Principles of an Institutionwide Policy on Drug Abuse and Alcohol Abuse for Oregon Higher Education."

At Lewis & Clark College, president Michael Mooney, PhD, took the lead by appointing a high-level committee with representatives from counseling, campus life, personnel, campus safety, student activities, career services, athletics, volunteer services, faculty, law school faculty, on-campus students and law students. The committee was charged with review, revision and wide distribution of the campus policy.



---

*Editor's note: For more information on the role that college and university presidents can play in addressing alcohol and other drug problems, see the Higher Education Center for Alcohol and Other Drug Prevention's Presidential Leadership Group at [www.edc.org/hec/plg](http://www.edc.org/hec/plg).*